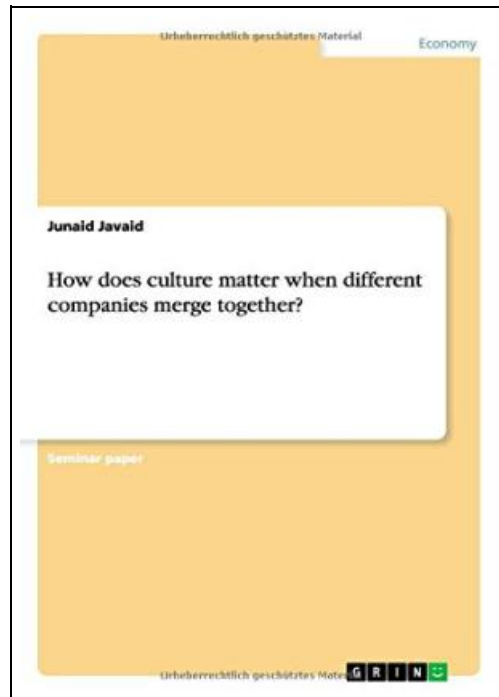


How does culture matter when different companies merge together?



Filesize: 6.9 MB

Reviews

Absolutely essential read through ebook. Better then never, though i am quite late in start reading this one. I am just delighted to inform you that this is actually the finest ebook i actually have read through during my own existence and might be he greatest publication for actually.

(Ms. Vernie Stracke)

HOW DOES CULTURE MATTER WHEN DIFFERENT COMPANIES MERGE TOGETHER?

[DOWNLOAD](#)

GRIN Publishing Okt 2014, 2014. Taschenbuch. Condition: Neu. Neuware - Seminar paper from the year 2013 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: B-, University of Bedfordshire, course: MASTER OF BUSINESS ADMINISTRATION, language: English, abstract: This report is written on the topic of 'How does Cultural Differences matter when the companies from different cultures merge together The scope of this report is broad as it incorporates the implications of cultural differences in relation to the cross-border strategic alliance. Corporate Culture is used as term to signify how the managers and the workers of particular organisation tend to behave. Many international companies (Nestlè and Shell) have long term commitment towards cultural awareness and normally accepted it as an integral part of their international practices. Cultural clash and its bottom line influence are usually complicated and hard to predict. Frequently, failure to anticipate cultural clash originated from the senior managers and dealmakers lack of awareness. Understanding the prediction and mitigation of negative influence of cultural differences should be a part of cross-border alliances agenda for all management levels. From the case study chapter it has been figured out that most of American cultural traits have seemed to have direct clash with the Swedes culture which is characterised by certain aspects: modesty, values of relationship, caring and the quality of life. Both countries determined to have low power distance and high individualism but in US managemnt seemed to have slightly steeper management hierarchy than the Swedes management. Swedes ranked highlu in term of institutional collectivism but fairly low on small group or family collectivism. The vice versa case in Italian culture. Contrary to Americans, Italians are not much oriented towards performance or achievement and are turned up to be more emotional than American and Swedes...

[Read How does culture matter when different companies merge together? Online](#)[Download PDF How does culture matter when different companies merge together?](#)

Relevant eBooks



FWD This Link: A Rough Guide to Staying Amused Online When You Should be Working

Rough Guides Ltd, United Kingdom, 2008. Paperback. Book Condition: New. 178 x 124 mm. Language: English . Brand New Book. From skate-boarding dogs to Arnold Schwarzenegger photoshopped into a swimsuit and sat on George Bush...

[Download Book »](#)



Applied Undergraduate Business English family planning materials: business knowledge REVIEW (English) (Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date: 2012 Pages: 240 Language: English Publisher: Foreign Economic and Trade University...

[Download Book »](#)



And You Know You Should Be Glad

HarperCollins Publishers Inc, United States, 2014. Paperback. Book Condition: New. Reprint. 201 x 132 mm. Language: English . Brand New Book ***** Print on Demand *****.A highly personal and moving true story of friend-ship and...

[Download Book »](#)



Twitter Marketing Workbook: How to Market Your Business on Twitter

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. Workbook. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.Twitter Marketing Workbook 2016 Learn how to market your...

[Download Book »](#)



When Children Grow Up: Stories from a 10 Year Old Boy

Createspace, United States, 2013. Paperback. Book Condition: New. 254 x 178 mm. Language: English . Brand New Book ***** Print on Demand *****.On a bitterly cold morning, I lay half awake, cognizant to the sound...

[Download Book »](#)